

How are KLSS/KRIB and KYTC local in Mason City, Iowa?

Here at Three Eagles of Mason City, we pride ourselves in the variety of ways we serve the needs of our community and address local issues. Our corporate philosophy is that we are serving Main Street- not Wall Street- and that is who we are.

We employ 2 people full time for news and local sports. There are 75 local newscasts every week on our stations. Our website gives additional information on the news stories. Plus, we stream local sports coverage on our website. We also have a weekly Northwood newscast on KYTC.

Almost every morning there is an interview regarding current happenings in the area on the Harry O morning show. The topics range from benefits to high school musicals to fundraisers to events that are taking place throughout the 7 county area.

These same interviews are also on KRIB. On KRIB, we also host a weekly segment called "Be Our Guest." Each week a different member of the Mason City Chamber is featured at no charge.

Every week, we air a 15 minute local interest program on KLSS and KRIB. Featured are local leaders addressing issues that are of concern to the community.

Each week our employees are asked to interview at least one person from the community to determine what the issues are that are of the highest concern to the area. Then we program PSA's and interviews to address those particular issues that are brought to light with the ascertainment forms.

All 3 stations monitor and carry both EAS and AMBER alerts.

We will break into regular programming for local alerts- breaking news stories- and will pre-empt for continuous coverage if needed. This May, when our area was faced with a major flood, we went with live coverage from the affected area for hours. We were the only local stations on the scene keeping the public informed of the situation.

All stations carry school and business closings and delays.

When our National Guard Unit was deployed last year, we carried the events live- and the same when they returned in April. The radio stations hosted an appreciation party for the guard unit in June.

We have invested in a private weather reporting service, The Weather Eye, to bring our listeners the most up to date forecasting that we can.

With the political year, we are hosting this Sunday, the only legislative candidate forum in the area. We also sent invitations

to all local congressional candidates- some accepted and others declined.

We have been running a series of educational messages encouraging people to register to vote, informing the public of the changes in voting laws this year, and working with our local county auditor to educate the public on the different voting machines that we have in Cerro Gordo County. Last Saturday, along with the County Auditor, we were live at our mall for 3 hours encouraging people to register (That was the last day to register) and again, talking about the changes in absentee voting and the machines.

Our news department regularly interviews political science professors from our local junior college during the newscasts.

We are providing the public with live coverage on election night- we have about 6 people who work here for that evening to bring the public the most timely local, state and national results and commentary.

Once a week, we feature an animal from our local humane society that is looking for a home. Harry interviews someone from the Humane Society to get the word out on that particular animal, and other needs that they may be having at that time. We also post the animal's picture and description on our website.

We carry local church services on all 3 stations. KLSS airs one service each Sunday, KRIB has two local services, and KYTC has a Northwood Church service every Sunday.

We carry local sports on the stations. KRIB is the home of the Clear Lake Lions- carrying all their sports events. Included are football, softball, baseball, basketball and some wrestling. On KYTC, we carry the same programs for the Mason City Newman Knights.

We also carry tournament action from around the area- from any schools that would be playing in the tournament events.

Every Friday morning during football season, Harry O talks to local football players and their coaches about the games coming up on the weekend.

All 3 stations carry local PSA's- KRIB and KYTC air a PSA at least once an hour- and on KLSS, we have our Community Calendar in addition to the interviews that we do. These highlight local events- church bazaars- fundraisers, etc. In addition, we also carry the public service messages from the IBA. We also put community events on our website at no charge.

Each holiday, i.e. New Years, Memorial Day, 4th of July, Labor Day, Thanksgiving and Christmas we air a series of safety and sober messages from the Iowa Highway Patrol.

If a non-profit agency wants to spend dollars for advertising, we match that budget one as our public contribution.

We carry a jazz show on KLSS Sunday mornings that fills a void in the music formats available in the area. We recently switched our format on our AM station to Classic Country- again, a format that was not available in the market.

We have had local bands come in and play live on Harry's morning show- most recently, Silverbend and 20/20 Hind Sight have been featured this way. We sponsored a Teen Battle of the Bands for years- this year, we hosted a Battle of the Bands in conjunction with our local Band Festival- a huge, annual event.

We broadcast live from every Chamber Business After Hours at no charge to both the Mason City and Clear Lake Chambers. Our employees are volunteer committee members for the Chambers of Commerce. One of our employees is the head of the 4th of July Committee in Clear Lake- a major commitment. Another is the Captain of the Ambassadors for the Mason City Chamber. Our employees are also involved in Rotary, Booster Clubs, the Mason City Downtown Association; personally and professionally involved in fund raising for various things including JDRF, The American Heart Association, on the Board of Directors for Make a Wish and the local Crime Stoppers organization. Three Eagles Mason

City has a one hundred percent participation in United Way contributions and several are on sub-committees of the United Way.

Some of the local events that we have sponsored in this past year:

In January, we hosted a blood drive at the Surf Ballroom in Clear Lake. At Easter, we worked with the local YMCA to do an Easter Egg Hunt for the kids. We organized a golf event to raise money for the Relay for Life- and raised \$2,000. We are the media partner for the Exchange Club in Mason City- our fund raiser is dedicated to raising money for the annual 4th of July fireworks display in Mason City. We worked with Make a Wish to promote their golf event in July- \$30,000 was raised. We also help Make a Wish with their Wish Ride- \$10,000 was raised with that effort. We were one of the local sponsors for the Red Dress Luncheon - working with the American Heart Association. We were the media partner for Public Safety day held on 9/11- which brought together different people who work to make us safe- and inviting the public out to learn about the agencies. We hosted the first ever Eco-Summit here in North Iowa- a day for any organization concerned with the environment to come together and share ideas and resources- then we broadcast live to have

the public join them for education. We hosted a live broadcast from our Fire Station to promote awareness for Fire Prevention Week. We did an entire campaign around encouraging people to register/ vote for Make a Difference Day- October 23rd. We host Stuff a Truck before Thanksgiving- to raise food and dollars for 7 different non-profit agencies in our community- such as the Salvation Army, the Hawkeye Harvest Food Bank, The Community Kitchen and others.

We host the Polar Bear Swim- a jump into frozen Clear Lake that last year raised over \$9,000 that was split between our local Toys for Tots and our local Make a Wish Chapter. We were the driving force behind the Mayors Christmas Tree. A new event that will bring a 2 story tree into our Central Park for the Holidays to decorate with ornaments that will benefit the Make a Wish Foundation. Next year, another worthy organization in our local area will benefit.

Our station doors are always open for tours for local groups- like the Tiger Cubs, Boy Scouts or Girl Scouts. We are active in the Leadership North Iowa series- where business leaders are coming together to learn about the media. We work with the Pappajohn Entrepreneurial Series graduates as they develop their new

business plan. We are here to help the business community of North Iowa to grow their business.

This is what we do- this is who we are. KLSS, KRIB and KYTC, Three Eagles of Mason City..... we are here to serve our local communities.

Dalena Barz

General Manager KLSS/KRIB/KYTC

Three Eagles of Mason City